IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 9, 18, 26, 35 and 39 in accordance with the following:

1. (Currently Amended) An information processing apparatus comprising:

a display;

a memory device having a first memory area for storing avatar information as controlled by a user and a second memory area for storing data representative of a plurality of respective three-dimensional virtual reality scenes each with virtual objects therein; and

a processor programmed to perform operations

causing rendered images of a first three-dimensional virtual reality scene to be displayed from a third-person point of view on said display, data representative of said first virtual reality scene being stored in said second memory area, said first virtual reality scene including predefined virtual objects and an avatar controlled by said user, said virtual objects being associated with respective specific items of content, said avatar being controlled by said user to act in said first virtual reality scene and to gaze at objects therein to display in the images of the first virtual reality scene, where the display of an object displays information about a corresponding item of content;

storing, at predetermined intervals in said first memory area, records of avatar coordinates representative of behavior of said avatar, as at least one of positions and gaze orientation information of said avatar as controlled in said first virtual reality scene by input from said user;

analyzing the action of said avatar in said first virtual reality scene in accordance with the records of the avatar coordinates stored in said first memory area relative to said virtual objects and coordinates of said virtual objects stored in said second memory area to determine, as action data, weights of items of content that are of interest for respective categories to said user in relation to at least one of said virtual objects to which said avatar gets close according to the ~~stored~~ at least one of the positions and the gaze orientation information of said avatar relative to positions of said predefined virtual objects in said first virtual reality scene;

providing, in accordance with said action data, a second three-dimensional virtual reality scene that includes other virtual objects, said other virtual objects having, in accordance with said action data, respective specific optimal items of content and having respective specific optimal positions for prominent display in said second virtual reality scene; and

allowing rendered images of said second virtual reality scene to be displayed on said display.

2. (Previously Presented) The information processing apparatus according to claim 1, wherein a set of definition data of said second virtual reality scene is selected from sets of definition data of said respective virtual reality scenes.

3. (Canceled)

4. (Previously Presented) The information processing apparatus according to claim 1, wherein a further weighted feature of said user is derived from a message inputted by said user to determine said second virtual reality scene.

5. (Previously Presented) The information processing apparatus according to claim 1, wherein a further weighted feature of said user is derived from data related to said user to determine said second virtual reality scene.

6. (Previously Presented) The information processing apparatus according to claim 1, wherein said second virtual reality scene includes said avatar.

7. (Canceled)

8. (Previously Presented) The information processing apparatus according to claim 1, wherein definition data of said second virtual reality scene is accessed with a URL.

9. (Currently Amended) An information processing apparatus comprising:

a memory device having a first memory area for storing avatar information as controlled by a user and a second memory area for storing data representative of a plurality of respective three-dimensional virtual reality scenes from a third-person point of view, each with virtual objects therein; and

a processor programmed to perform operations

providing definition data of a first three-dimensional virtual reality scene stored in said second memory area to an information processing terminal of said user, said first virtual reality scene including predefined virtual objects and an avatar controlled by said user, said virtual objects being associated with respective specific items of content, said avatar being controlled to act in said first virtual reality scene by said user and to gaze at objects therein to display in the images of the first virtual reality scene, where the display of an object displays information about its corresponding item of content;

storing, at predetermined intervals in said first memory area, records of avatar coordinates representative of behavior of said avatar, as at least one of positions and gaze orientation information of said avatar as controlled in said first virtual reality scene by input from said user;

analyzing the action of said avatar in said first virtual reality scene in accordance with the records of the avatar coordinates stored in said first memory area relative to said virtual objects and coordinates of said virtual objects stored in said second memory area to determine, as action data, weights of items of content that are of interest for respective categories to said user in relation to at least one of said virtual objects to which said avatar gets close according to the ~~stored~~ at least one of the positions and the gaze orientation information of said avatar relative to positions of said predefined virtual objects in said first virtual reality scene, and providing a second three-dimensional virtual reality scene including other virtual objects in accordance with weighted or identified items of content, said other objects having respective specific optimal items of content and respective specific optimal positions for prominent display in said second virtual reality scene, for said derived weighted interests; and

providing data associated with said second virtual reality scene to said user information processing terminal.

10. (Previously Presented) The information processing apparatus according to claim 9, wherein a set of definition data of said second virtual reality scene is selected from sets of definition data of said respective virtual reality scenes.

11. (Canceled)

12. (Previously Presented) The information processing apparatus according to claim 9, wherein a further weighted interest of said user is derived from a message inputted by said user to determine said second virtual reality scene.

13. (Previously Presented) The information processing apparatus according to claim 9, wherein a further weighted interest of said user is derived from data related to said user to determine said second virtual reality scene.

14. (Previously Presented) The information processing apparatus according to claim 9, wherein said second virtual reality scene includes said avatar.

15. (Canceled)

16. (Previously Presented) The information processing apparatus according to claim 9, wherein the data associated with said second virtual reality scene is a URL for definition data of said second virtual reality scene.

17. (Previously Presented) The information processing apparatus according to claim 9, wherein the data associated with said second virtual reality scene is definition data of said second virtual reality scene.

18. (Currently Amended) A program stored in a recording medium, said program being for use in an information processing apparatus, said information processing apparatus comprising a memory device and a processor, said memory device having a first memory area for storing avatar information as controlled by a user and a second memory area for storing data representative of a plurality of respective three-dimensional virtual reality scenes each with virtual objects therein, said program enabling said processor performing a process comprising:

causing rendered images of a first three-dimensional virtual reality scene to be displayed from a third-person point of view on a display, data representative of said first virtual reality scene being stored in said second memory area, said first virtual reality scene including predefined virtual objects and an avatar controlled by said user, said virtual objects being associated with a respective specific items of content, said avatar being controlled by said user to act in said first virtual reality scene and to gaze at objects therein to display in the images of

the first virtual reality scene, where the display of an object displays information about a corresponding item of content;

storing, at predetermined intervals in said first memory area, records of avatar coordinates representative of behavior of said avatar, as at least one of positions and gaze orientation information of said avatar as controlled in said first virtual reality scene by input from said user;

analyzing the action of said avatar in said first virtual reality scene in accordance with the records of the avatar coordinates stored in said first memory area relative to said virtual objects and coordinates of said virtual objects stored in said second memory area to determine, as action data, weights of items of content that are of interest for respective categories to said user in relation to at least one of said virtual objects to which said avatar gets close according to the ~~stored~~ at least one of the positions and the gaze orientation information of said avatar relative to positions of said predefined virtual objects in said first virtual reality scene;

providing a second three-dimensional virtual reality scene including other virtual objects in accordance with said action data, said other virtual objects having respective specific optimal items of content and respective specific optimal positions for prominent display in said second virtual reality scene; and

allowing a rendered image of said second virtual reality scene to be displayed on said display.

19. (Previously Presented) The program according to claim 18, wherein a set of data representative of said second virtual reality scene is selected from sets of the data representative of said respective virtual reality scenes.

20. (Canceled)

21. (Previously Presented) The program according to claim 18, wherein a further weighted feature of said user is derived from a message inputted by said user to determine said second virtual reality scene.

22. (Previously Presented) The program according to claim 18, wherein a further weighted feature of said user is derived from data related to said user to determine said second virtual reality scene.

23. (Previously Presented) The program according to claim 18, wherein said second virtual reality scene includes said avatar.

24. (Canceled)

25. (Previously Presented) The program according to claim 18, wherein the definition data of said second virtual reality scene is accessed with a URL.

26. (Currently Amended) A program stored in a recording medium, said program being for use in an information processing apparatus, said information processing apparatus comprising a memory device and a processor, said memory device having a first memory area for storing avatar information as controlled by a user and a second memory area for storing data representative of a plurality of respective three-dimensional virtual reality scenes each with virtual objects therein, said program enabling said processor to perform a process comprising:

providing definition data of a first three-dimensional virtual reality scene stored in said second memory area to an information processing terminal of said user, said first virtual reality scene including predefined virtual objects and an avatar controlled by said user, said virtual objects being associated with respective specific items of content, said avatar being controlled by said user to act in said first virtual reality scene and to gaze at objects therein to display in the images of the first virtual reality scene from a third-person point of view, where the display of an object displays information about a corresponding item of content;

storing, at predetermined intervals in said first memory area, records of avatar coordinates representative of behavior of said avatar, as at least one of positions and gaze orientation information of said avatar as controlled in said first virtual reality scene by input from said user;

analyzing the action of said avatar in said first virtual reality scene in accordance with the records of the avatar coordinates stored in said first memory area relative to said virtual objects and coordinates of said virtual objects stored in said second memory area to determine, as action data, weights of items of content that are of interest for respective categories to said user in relation to at least one of said virtual objects to which said avatar gets close according to the ~~stored~~ at least one of the positions and the gaze orientation information of said avatar relative to positions of said predefined virtual objects in said first virtual reality scene,

providing a second three-dimensional virtual reality scene including other virtual objects in accordance with the action data, said other virtual objects having respective specific optimal

items of content and having respective specific optimal positions for prominent display in said second virtual reality scene; and

providing data associated with said second virtual reality scene to said user information processing terminal.

27. (Previously Presented) The program according to claim 26, wherein a set of data representative of said second virtual reality scene is selected from sets of the data representative of said respective virtual reality scenes.

28. (Canceled)

29. (Previously Presented) The program according to claim 26, wherein a further weighted interest of said user is derived from a message inputted by said user to determine said second virtual reality scene.

30. (Previously Presented) The program according to claim 26, wherein a further weighted interest of said user is derived from data related to said user to determine said second virtual reality scene.

31. (Previously Presented) The program according to claim 26, wherein said second virtual reality scene includes said avatar.

32. (Canceled)

33. (Previously Presented) The program according to claim 26, wherein the data associated with said second virtual reality scene is the URL for definition data of said second virtual reality scene.

34. (Previously Presented) The program according to claim 26, wherein the data associated with said second virtual reality scene is definition data of said second virtual reality scene.

35. (Currently Amended) A method of generating a variable three-dimensional virtual scene, comprising:

storing data inputted by a user in a memory device,

storing data representative of a plurality of respective three-dimensional virtual reality scenes,

causing an image of a first three-dimensional virtual reality scene to be displayed from a third-person point of view on a display, data representative of said first virtual reality scene, said first virtual reality scene including predefined objects and an avatar controlled by said user, said objects being associated with a respective specific items of content, said avatar being controlled to act in said first virtual reality scene by said user,

storing at predetermined intervals records of avatar coordinates representative of behavior of said avatar, as at least one of positions and gaze orientations of said avatar in said first virtual reality scene that are inputted by said user,

analyzing the action of said avatar in said first virtual reality scene in accordance with the records of the avatar coordinates stored in said first memory area relative to said virtual objects and coordinates of said virtual objects stored in said second memory area to determine, as action data, weights of items of content that are of interest for respective categories to said user in relation to at least one of said virtual objects to which said avatar gets close according to the at least one of the positions and gaze orientations of said avatar relative to positions of said predefined virtual objects in said first virtual reality scene;

providing a second three-dimensional virtual reality scene including other virtual objects having, in accordance with said action data, respective specific optimal items of content and having respective specific optimal positions for prominent display in said second virtual reality scene, and

displaying said second virtual reality scene to said user.

36. (Original) The method according to claim 35, wherein said user inputted data is coordinate data and/or message data.

37. (Previously Presented) The method according to claim 35, wherein the data associated with said second virtual reality scene is the URL for definition data of said second virtual reality scene.

38. (Previously Presented) The method according to claim 35, wherein the data associated with said second virtual reality scene is definition data of said second virtual reality scene.

39. (Currently Amended) A method for displaying a three-dimensional virtual reality scene from a third-person point of view, comprising:

determining whether or àn extent to which a virtual object in the three-dimensional virtual reality scene is of interest to the user by analyzing a history of past actions of an avatar in the scene with respect to virtual objects in the three-dimensional virtual reality scene, the virtual objects including the virtual object, where the past actions comprise actions of the avatar as it was controlled, moved, or oriented by the user within the three-dimensional virtual reality scene; and

after the determining and responsive to the user controlling the avatar or another avatar within the three-dimensional virtual reality scene or another three-dimensional virtual reality scene, providing a three-dimensional virtual reality scene to the user, where the virtual object determined to be of interest to the user is specifically arranged or presented within the scene according to the user's determined interest or extent thereof in the virtual object.